

**Knobbe Martens Olson & Bear LLP**

Intellectual Property Law

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JAN 18 2008

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TO: Examiner Brent S. Stace  
USPTO FACSIMILE NO.: 571/ 273-8372 (and 8300)  
USPTO REFERENCE: Applicant: Beck  
Serial No.: 10/619,938  
Filed: July 15, 2003  
OPERATOR: Kathy Collins for Ted Cannon  
ATTORNEY DOCKET NO.: EXP.025A  
TOTAL PAGES: 2 (INCLUDING COVER SHEET)  
DATE: January 18, 2008

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MESSAGE: *Attached is a copy of a Proposed Interview Agenda for your meeting with Bill Bunker on Tuesday, January 22<sup>nd</sup> at 10:00am.*

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**Application No. 10/619,938  
Filed July 15, 2003**

INTERACTIVE ONLINE RESEARCH SYSTEM AND METHOD

**PROPOSED INTERVIEW AGENDA**

Date/Time: January 22, 2008 at 10:00 am

Type: Personal

Attendees: Examiner Stace and Bill Bunker of Knobbe, Martens, Olson &amp; Bear, LLP

**I. DISCUSSION OF DISTINCTIONS OF ONE EMBODIMENT OF THE APPLICANTS' SYSTEM FROM THE RUPPELT PATENT**

The Applicants believe that at least one embodiment in the application is distinguishable from the system of the Ruppelt patent. The focus of the Ruppelt patent is to guide a user through troubleshooting questions in order to diagnose and fix a problem. In contrast, one embodiment of the Applicants' system induces a user of a more general purpose website (such as a portal like Yahoo!) to answer survey questions that aid the marketing system to tailor advertisements to the user. The Applicants believe that this embodiment is conceptually different from the Ruppelt patent and desire to reach agreement with the Examiner about specific differences that will satisfy the Examiner that the Applicants' system is patentable.

**II. DISCUSSION OF CLAIM AMENDMENTS**

The Applicants are prepared to amend the claims to explicitly define patentable distinctions. The Applicants will propose various claim amendments that are believed to distinguish one embodiment of the Applicants' system from the Ruppelt patent. The Applicants also welcome a discussion of any claim amendments proposed by the Examiner. The Applicants desire to reach agreement with the Examiner about specific claim amendments that will overcome the Examiner's rejection of the claims in view of the Ruppelt patent. If such an agreement is reached, the Applicants will amend the claims in a formal written response with the understanding that the Examiner will conduct a supplemental search.

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